Communications Manager (Remote within the State of Colorado possible)

higheredjobs.com/search/details.cfm

Location: Remote: USA

Position Summary:

The Communications Manager in the Admission Office develops and leads integrated, student-centered communication strategies that support prospective and incoming students and their families throughout the recruitment, admission, and enrollment journey. This role takes a proactive approach to anticipating student needs and ensuring timely, culturally responsive, and accessible communications aligned with Fort Lewis College's mission and strategic priorities. The position reports to the Associate Director of Communications in Enrollment Management.

Using Slate CRM and related digital tools, this role guides multi-channel student communications and leverages data and engagement insights to continuously strengthen recruitment outcomes and the student experience. The Communications Manager collaborates with campus partners, Marketing and Communications, third-party vendors, and agencies to ensure messaging is cohesive, brand-aligned, inclusive, and compliant with accessibility standards.

Job Description:

Essential Functions and Responsibilities:

Content Creation & Brand Alignment (50%)

Oversee the creation, writing, design, and execution of high-quality, student-facing communications across digital and print platforms, including email, app notifications, website updates, and chatbot content, using tools such as Technolution's Slate CRM.

Maintain and update key digital platforms-including the admission website, chatbot knowledge base and scraping sites, and external digital recruitment platforms-in collaboration with vendors to ensure accuracy, engagement, and accessibility.

Collaborate with Marketing and Communications to develop innovative storytelling approaches, leverage data to strengthen messaging impact, and ensure alignment with institutional branding guidelines and messaging standards.

Partner with third-party marketing agencies to support the timely development of communication plans and content, including proofreading for accuracy, brand alignment, and consistency with broader comprehensive communication strategies.

Create inclusive and accessible content that meets ADA and Section 508 standards and reflects Fort Lewis College's commitment to diversity, equity, and inclusion.

Work collaboratively with campus partners to gather content and ensure communications are student-centered and responsive to the diverse needs of Fort Lewis College's student body.

Maintain knowledge of digital accessibility standards, including the Americans with Disabilities Act and Section 508, and produce and remediate digital materials in accordance with Fort Lewis College standards.

CRM Management and Analytics (30%)

Lead the implementation of communication campaigns using Slate CRM, including audience segmentation, query building, email design, and testing to ensure effective delivery and engagement.

Monitor campaign performance and apply data insights to optimize communication strategies, troubleshoot issues, and continuously improve results.

Provide guidance and support to staff in the effective use of communication tools-including Slate CRM, HTML, CSS, and analytics dashboards-to strengthen campaign execution and technical proficiency.

Develop and manage a comprehensive communication calendar that coordinates messaging across platforms and audiences, ensuring consistent, timely, and relevant communications.

Strategic Oversight, Leadership, and Collaboration (15%)

Develop and execute multi-audience communication strategies that support student recruitment and align with institutional branding and messaging standards.

Analyze communication effectiveness through data-informed reporting and recommend strategic adjustments to maximize engagement and enhance the student experience.

Champion inclusivity and accessibility across all communication efforts in alignment with the College's mission and diversity, equity, and inclusion goals.

Demonstrate a strong commitment to diversity, equity, inclusion, and student success, including experience working with broadly diverse communities.

Collaboration (15%)

Serve as a strategic partner to campus departments-including Financial Aid, Advising, Orientation, and Housing-to ensure cohesive, student-centered messaging for prospective and incoming students and their families.

Collaborate closely with Marketing and Communications to align enrollment communication efforts with institutional goals and priorities.

Support high-impact Admission Office events and initiatives, particularly during peak recruitment and yield periods.

Perform other duties as assigned.

Required Education, Specialized Skills and Experience:

Bachelor's degree from a regionally accredited college or university

Minimum of four years of experience in a communication-related role

Demonstrated ability to take initiative, think strategically, and execute projects on a deadline.

Excellent writing, editing, and digital content creation skills.

Technically minded and comfortable learning and navigating new technologies.

Proven ability to work collaboratively across departments and manage multiple projects simultaneously.

A demonstrated commitment to diversity, equity, inclusion, and student success, as well as working with broadly diverse communities.

Preferred Education, Specialized Skills and Experience:

Bachelor's degree in communication, marketing, business, writing, English or related field.

Experience in higher education communication or a similar role within a admission-focused environment.

Knowledge of AI tools and their applications in communication workflows.

In-depth knowledge of CRM systems, advanced data analysis, and reporting capabilities. (including experience with a CRM or email platform, drag-and-drop design software, or query writing and reporting)

Experience with Technolution's Slate CRM

Experience with HTML and CSS

Travel:

Less than 5% is expected for this position.

FLSA Status/ Position Type/Expected Hours of Work

- Exempt
- Full Time and FTE 1.0
- Remote within the State of Colorado eligible
- Typical work hours are Monday to Friday 8:00PM to 5:00PM- Mountain Time.

Compensation

The salary range is $52,500 to $55,500 per year, plus a comprehensive benefits package.

Application Process

A complete application packet includes:

- **Cover letter addressing interest and qualifications for the position**
- **Resume**
- **Names and contact** information for three current, professional references

Application Deadline

Application materials received by 11:59 p.m. on January 18, 2026, will receive full consideration.

The successful candidate will be required to submit original, official college transcripts, and pass a background check.

About Fort Lewis College:

On a sage-brushed mesa overlooking downtown Durango and the La Plata Mountains, Fort Lewis College is Southwest Colorado's premier public undergraduate research institution. With more than half of the 3,300 students identifying as people of color, FLC's academic programming and campus life thrive on nurturing safe, diverse spaces for intellectual exploration and helping people achieve their career goals. A Native American-serving, Non-Tribal Institution, FLC is committed to promoting economic development in neighboring tribal communities and connecting students with the education they need to be the change in the world they want to see. Degree programs span the arts, business, education, health sciences, humanities, and social and natural sciences. Coursework builds on the natural,

cultural, and historical resources found around the Four Corners region. Students work closely with faculty on research projects with real-world implications. Like the mountain town it resides in, FLC promotes a culture of work-life balance for students, faculty, and staff. Skyhawks enjoy unparalleled access to a healthy outdoor lifestyle thanks to 300 days of sunshine a year and more than 300 miles of hiking and biking trails in and around Durango

Notice to Prospective Employees:
The Fort Lewis College is required by the Clery Act of 1990 to notify prospective employees, current employees, students and applicants where to access our Campus Security Report. The report is updated and published annually in accordance with the Higher Education Amendments of 1998, Federal Student Right-to-Know, the Federal Drug-free Schools and Campuses Act of 1989. This report contains information about:

- Fort Lewis College's alcohol and other drug policy
- Sexual assault policy
- Campus security policies
- Campus/community resources
- The Colorado Riot Offense Statute restriction on enrollment
- Where to find registered sex offender information
- Crime statistics for the previous three calendar years
- Reporting crimes

The Campus Security Report can be accessed in two ways:
By going to the internet website at: www.fortlewis.edu/AnnualSecurityReport Fort Lewis College Student Affairs Office will also provide a paper copy of the annual security report upon request. You can reach them at (970) 247-7331.

Equal Opportunity
Fort Lewis College does not discriminate on the basis of race, age, color, religion, national origin, sex*, disability, sexual orientation, gender identity, gender expression, family or domestic status, political beliefs, veteran status, pregnancy, or genetic information. Accordingly, equal opportunity for employment shall be extended to all persons. The College shall promote equal opportunity, equal treatment, and affirmative action efforts to increase the diversity of students, faculty, and staff. The College is dedicated to building a culturally diverse and pluralistic faculty and staff committed to teaching and working in a multicultural environment. To file a report, get resources, read policies, or make an appointment, See www.fortlewis.edu/CARE.

Discrimination Questions?

Office of Compliance and Community Standards
David Pirrone, Director of Compliance
210 Berndt Hall
1000 Rim Drive
Durango, Colorado 81301
(970) 247-7182 djpirrone@fortlewis.edu

Questions about Title IX sex discrimination?
Office of the Title IX Coordinator
Madeleine Gillman, Assistant Director of Compliance and Title IX Coordinator
210 Berndt Hall
1000 Rim Drive
Durango, Colorado 81301
(970) 247-7049 mgillman@fortlewis.edu

Information about Fort Lewis College's alcohol and drug policy, sexual assault policy, campus security policies, campus crime statistics, fire safety procedures and fire statistics, and campus/community resources can be found in the Annual Security and Fire Safety Report. Hard copies are available upon request.

* Title IX of the Education Amendments of 1972 and Part 106 of the Code of Federal Regulations (CFR) prohibit discrimination on the basis of sex, including in admission and employment. Inquiries about the application of Title IX and CFR 106 to Fort Lewis College may be directed to FLC's Title IX Coordinator and/or to the Assistant Secretary for Civil Rights of the Department of Education.

ADAA Accommodations
Any person with a disability as defined by the ADA Amendments Act of 2008 (ADAAA) may be provided a reasonable accommodation upon request to enable the person to complete an employment assessment. To request an accommodation, please contact Kristin Polens by phone 970-247-7459 or email kpolens@fortlewis.edu at least five business days before the assessment date to allow us to evaluate your request and prepare for the accommodation. You may be asked to provide additional information, including medical documentation, regarding functional limitations and type of accommodation needed. Please ensure that you have this information available well in advance of the assessment date.